

U.S. General Services Administration (GSA)
First Fridays Product Testing Program
Letter of Intent from [Agency Name]

[Date]

Dear GSA First Fridays Program,

I recognize that providing a great customer experience is one of the most important factors in delivering effective customer service to our website visitors and to the citizens of the United States.

I request that the U. S. General Services Administration perform a free website product test of [website name].

As a partner in this testing process and stakeholder of [website name], I affirm that (please check boxes below):

I (or my designee) have participated in a prior First Fridays Product Test as an Observer.

I have the authority to make improvements to [website name].

I will implement the suggested improvements developed collaboratively during the GSA First Fridays Product Test session on [date].

I will improve the customer experience of [website name] immediately, implementing the recommendations from our product test **within one calendar month.**

I have the authority to assign work (including number of hours required) to specific members of the web and content development team at [website name] to improve the customer experience on my site.

I will meet with GSA's First Fridays Test Team approximately 2-3 weeks after our test and review the status of the recommendations.

If I'm not fully able to complete the tasks above, I realize that my website may not be a good candidate for this test process.

In the interests of open government and collaboration, GSA may post on HowTo.gov the First Fridays Test Report and relevant before and after screenshots of our website, and we'll link to this information on the Open Gov page of our website.

Intentionally yours,

[Signature]

[Printed name of website stakeholder(s)]

[Title]

[Website name]